

ORDER



Orders	Order / Rev:	102138	Primary AE:	Amy McCreary
	Alt Order #:	06815979	Sales Office:	BLPHI
	Product Desc:	JOE HECK 4 CONGRESS	Sales Region:	National
	Estimate:	2214		
	Flight Dates:	10/29/12 - 11/04/12		
	Original Date / Rev:	05/24/12 / 09/19/12		
	Order Type:	GENERAL		
Agency	Name:	Strategic Media Placement, Inc.	Billing Type:	Cash
	Buying Contact:		Billing Calendar:	Broadcast
	Billing Contact:		Billing Cycle:	EOM/EOC
		7669 Stagers Loop	Agency Commission:	15%
		Delaware, OH 43015		
Advertiser	Name:	Heck, Joe for Congress - Revised	New Business Thru:	
	Demographic:	A35+	Order Separation:	00:05:00
	Product Codes:	PLC02	Advertiser External ID:	
	Priority:	SELECT PRIORITY CODE	Agency External ID:	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN		

Bill Plan

Start Date	End Date	# Spots	Totals				
			Month	# Spots	Gross Amount	Net Amount	Rating
10/29/12	11/04/12	88	\$73,400.00	88	\$73,400.00	\$62,390.00	0.00
			Totals	88	\$73,400.00	\$62,390.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	37%	\$73,400.00
Market	100%	\$198,378.38

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	27%	\$53,562.16
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$39,675.68
KTUD	0%	\$0.00
KVVU	16%	\$31,740.54
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/29/12	11/02/12	M-F 5-6a WakeUp w/Wagners	5-6a		MTWTF--	:30	5	\$400.00	1	0.00	NM	5	\$2,000.00
NEWS															
		Start Date	End Date	Weekdays		Spots/Week			Rate		Rating				
Week: 10/29/12 - 11/04/12															
						5		\$400.00		0.00					

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Estimate:	2214

KSJV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 1	KSNV	10/29/12	11/02/12	M-F 5-6a WakeUp w/WaQM		5-6a				\$400.00	1	0.00	NM		5	\$2,000.00
M-F 5-6a WakeUp w/Wagners																
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12																
E 2	KSNV	10/29/12	11/02/12	M-F 6-7a WakeUp w/WaQM		6-7a				\$725.00	1	0.00	NM		10	\$7,250.00
M-F 6-7a WakeUp w/Wagners																
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12																
E 3	KSNV	10/29/12	11/02/12	Today Show	CM	658a-9am				\$900.00	1	0.00	NM		10	\$9,000.00
Today Show																
TODAY																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12																
E 4	KSNV	10/29/12	11/02/12	M-F Today Show II 3rd HOM		9-10a				\$425.00	1	0.00	NM		5	\$2,125.00
M-F Today Show II																
TODAY II																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12																
E 5	KSNV	10/29/12	11/02/12	M-F Today Show III 4th IBM	CM	10am-11am				\$325.00	1	0.00	NM		5	\$1,625.00
Today 4th Hour																
TODAY III																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12																
E 6	KSNV	10/29/12	11/02/12	Noon News	CM	12-1230pm				\$425.00	1	0.00	NM		5	\$2,125.00
Noon News																
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12																
E 7	KSNV	10/29/12	11/02/12	Dr. Phil	CM	3-4p				\$450.00	1	0.00	NM		2	\$900.00
Dr Phil																
PHIL																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12																
E 8	KSNV	10/29/12	11/02/12	M-F Early News	CM	5-630p				\$1,200.00	1	0.00	NM		15	\$18,000.00
M-F Early News																
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12																
E 9	KSNV	10/29/12	11/02/12	M-F Jeopardy	CM	630-7pm				\$1,300.00	1	0.00	NM		5	\$6,500.00
M-F Jeopardy																
JEP																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12																
E 10	KSNV	10/29/12	11/02/12	M-F Wheel	CM	7-730pm				\$1,300.00	1	0.00	NM		5	\$6,500.00
M-F Wheel of Fortune																
WHEEL																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12																
E 11	KSNV	10/29/12	11/02/12	Face to Face w/ Ralston	CM	730-758pm				\$900.00	1	0.00	NM		5	\$4,500.00
CM																
FACE																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12																
E 12	KSNV	10/29/12	11/02/12	M-F News 3 at Eleven	CM	11pm-1135pm				\$1,200.00	1	0.00	NM		5	\$6,000.00
M-F News 3 at Eleven																
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12																
E 13	KSNV	10/29/12	11/02/12		CM	1135p-1237a				\$500.00	1	0.00	NM		5	\$2,500.00

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 Estimate: 2214

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
The Tonight Show Tonight Show															
LENO															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/29/12	11/04/12	MTWTF--	5	\$500.00	0.00										
E 14	KSNV	11/03/12	11/04/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$1,100.00	1	0.00	NM	2	\$2,200.00
Sa-Su News 3 at Eleven															
NEWS															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/29/12	11/04/12	-----SS	2	\$1,100.00	0.00										
E 15	KSNV	11/03/12	11/03/12	News 3 Sunrise - SATURDAY	CM	6a-7a	-----S-	:30	1	\$375.00	1	0.00	NM	1	\$375.00
News 3 Sunrise SATURDAY															
NEWS															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/29/12	11/04/12	-----S-	1	\$375.00	0.00										
E 16	KSNV	11/03/12	11/03/12	Saturday Today	CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
Saturday Today															
SAT TODAY															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/29/12	11/04/12	-----S-	1	\$625.00	0.00										
E 17	KSNV	11/04/12	11/04/12	Sunday Today	CM	7a-8am	-----S	:30	1	\$500.00	2	0.00	NM	1	\$500.00
Sunday Today															
SUN TODAY															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/29/12	11/04/12	-----S	1	\$500.00	0.00										
E 19	KSNV	11/03/12	11/03/12	Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$675.00	1	0.00	NM	1	\$675.00
Sa-Su Early News															
NEWS															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/29/12	11/04/12	-----S-	1	\$675.00	0.00										
													Totals		
													88 \$73,400.00		